



ADVISER ASSISTANCE



VARSITY YEARBOOK

New name, but we still YBK all day.

Big News! Herff Jones Yearbooks is now Varsity Yearbook.

Yes, we have a new name and logo, but you'll continue to have the same great reps, CSAs, curriculum, technology and high-quality printing you've come to expect for decades. And, not to mention your continued support through Adviser Assistance! We aren't going anywhere. 😊

You'll notice that we've already updated our name and logo on [Yearbook Discoveries](#), and we'll continue to update content, assets and curriculum over the coming months.

WE'VE GOT SPIRIT!

Varsity Yearbook has a remarkable past, and we're excited to join [Varsity Spirit](#), the leader in school spirit, to elevate student experiences and take the possibilities to next level.

See how excited we are in our [brand reveal video](#) and give our [FAQs](#) a quick read.

FOLLOW ALONG

Stop by and say hi! 🙌 If you aren't already following [@Varsity Yearbook](#) on social media, join us as we continue to YBK ALL DAY with eDesign tips, design inspo and school celebrations!

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.



Varsity Yearbook recycles 2,000+ tons of paper and 200+ tons of aluminum plates every year.

PHOTO BY: MORGAN MAGEE, BLUE VALLEY WEST HS

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